



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Quarterly Presentation by the Lodi District Chamber of Commerce

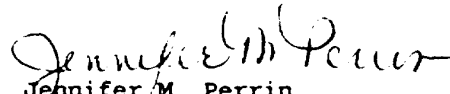
MEETING DATE: January 5, 1994

PREPARED BY: City Clerk

RECOMMENDED ACTION: None required.

BACKGROUND INFORMATION: Representatives of the Lodi District Chamber of Commerce will be present to make its quarterly report to the Lodi City Council.

FUNDING: None.


Jennifer M. Perrin
City Clerk

JMP

COUNCOM9/TXTA.02J/COUNCOM

APPROVED _____

THOMAS A. PETERSON
City Manager



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DISTRICT
CHAMBER OF COMMERCE

December 27, 1993

Jennifer M. Perrin
City Clerk
City of Lodi
P.O. Box 3006
Lodi, CA 95241-1910

Dear Jennifer:

The Lodi District Chamber of Commerce would like to request that time be allocated on the Agenda of the Lodi City Council at the Council's January 5, 1994 meeting for the following:

Quarterly presentations: (1) By the Lodi District Chamber of Commerce; and (2) By the Joint Chamber-City of Lodi Economic Development Task Force.

Thank you.

Sincerely,


Les Dabritz
Executive Director

LD/js

cc: Ray Hirning
Bob Johnson
Jim Schweickardt



Lodi

DISTRICT CHAMBER OF COMMERCE

TO: Lodi City Council

FROM: Bob Johnson, President

SUBJECT: Quarterly Report From The LDCC

DATE: January 5, 1994

Some time ago an agreement was made to have the Chamber come before you periodically for a quarterly update on our activities.

This is the first of my presentations and I am happy to be representing our 800-Plus Members in front of you this evening.

Back in October, we held the fourth of our Street Faires. These are conducted every May and October and this is the second full year of operation. We had a record number of vendors (almost 500). We had almost 20 community groups (service clubs, youth groups, churches, etc.) sponsoring food booths - generating profits for themselves to be used in their local activities.

Most importantly, we had almost 30,000 people visit School Street during the one-day event. We hope that this event continues to grow and as it does it will become an even greater part of the Revitalization of the Downtown Area.

With proceeds from the Faire, we were able to donate a power pedestal to the City so that others may have electric power available for community events held in the Downtown Area.

Last year we started a Small Business Committee, which I am happy to say is going like gangbusters. In October, the Committee co-sponsored a seminar for merchants on how to deal with large chains and discounters. This program was well-received. This month, January 24th, the Committee is hosting a series of the first of three Small Business Seminars which will deal with topics ranging from accounting to legal assistance. If anyone has any interest, contact the Chamber Office for further information.



Also in 1993, we revitalized the Industrial Group, which represents the manufacturing and industrial section of our community, which is so important to our economy. This group has discussed a wide range of topics from air pollution to waste water to workers comp to trip reduction ordinances. Topics which affect the cost of doing business not only in Lodi, but also in the County and State.

During these meetings, productive dialogue has been held with not only City staff but with County representatives. Hopefully these meetings will continue and will result in more efficient operations and a reduced cost of doing business.

Our Tourism Committee began working on and continues to work on a major project in conjunction with the Lodi Woodbridge Winegrape Commission and the County Historical Museum. This project will be the first of its kind in this area and will truly be an international event. As the project develops, more information will be available. But the bottom line is the commitment to bring more tourists (and their money) into the Lodi Area.

Also in the Tourism vein, we are getting ready to print another issue of our Lodi Visitors Guide. We have distributed approximately 50,000 in about 18 months. I have been told that the Stockton Chamber and Convention Bureau only distributes 20,000-25,000 of their Guide. This publication has been very well received and really gets the word out about Lodi. If anyone watching wants to advertise in this publication, contact the Chamber Office.

Politically, the Chamber has appeared before you several times in the past quarter. We have made our position known concerning the efforts for the Revitalization of the Downtown Area and for Cherokee Lane. We are anxious to see what happens next now that the Freedman Scope of Work Proposal has been completed.

Transportation continues to be an important topic. We have spoken out not only in support of commuter rail up the Valley, but also in support of the Kentucky House Line, which we feel is necessary for the development of our industrial areas on the east side of Highway 99. The fixed route bus system has been endorsed by the Chamber.

The Planning Commission has been advised that we are not in favor of a new sign ordinance as it is currently structured. We have requested that any proposed new ordinance be delayed until we see what the Freedman Study might say concerning Downtown and Cherokee Lane.

In a few moments, Evie Olson, who heads our Joint Chamber/City Economic Development Task Force will update you on their activities. I am delighted that we have the opportunity to work with you in creating a stronger economic environment.

The business license issue is of great interest and concern. Just last month our governmental affairs representative outlined our position. We feel the fee should be revisited, but the overwhelming majority of the Chamber Membership are concerned about the distribution of the proceeds. These business men and women feel that if they are

paying the freight, they should receive a significant portion of the benefit. Obviously, we are anxiously awaiting the Staff Report.

Hopefully, I have given you some idea of what we have been working on and have accomplished in the past quarter.

I look forward to working with the Council and Staff during the coming year to make Lodi a stronger and more secure business community.

May I answer any questions?